



WXYZ

# ORDER

Print Date 09/07/12

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Flight Dates **09/17/12-09/24/12**

Contract / Revision      **302832 /**

Original Date / Revision  
06/26/12    09/07/12

Advertiser **The People Should Decide C**

Agency    **Smart Media Group**

Buying Contact

**814 King Street - Suite 400  
Alexandria, VA 22314-3039**

Product

**The People Should Decide | Detroit**

Agency Com    15%

Billing Contact

**814 King Street - Suite 400  
Alexandria, VA 22314-3039**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **917924**

Alt Order #

Billing Type      Cash

Order Type      GENERAL

Billing Cycle      EOM/EOC

Billing Calendar BROADCAST

Demographic    A25-54

Rev Codes      POL      POL      ISS Ballot

Product Codes PL

Priority      P-1

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	51	\$30,918.75	\$36,375.00	0.00
<b>Totals</b>	<b>51</b>	<b>\$30,918.75</b>	<b>\$36,375.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/23/12	51	\$30,918.75	\$36,375.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	09/17/12	09/21/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	111-1--	:30	4	\$425.00	P-4	0.00 NM	4	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	111-1--					4	\$425.00		0.00		
N 2	WXYZ	09/19/12	09/21/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	--111--	:30	3	\$700.00	P-4	0.00 NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	--111--					3	\$700.00		0.00		
N 3	WXYZ	09/17/12	09/20/12	12p Noon News 12n-1p	CM	12-1pm M-F	11-1---	:30	3	\$450.00	P-4	0.00 NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		



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Contract / Revision **302832** Flight Dates **09/17/12-09/24/12**

Hiatus Dates

Original Date / Revision 06/26/12/ 09/07/12

Order Sep 00:20:00

Advertiser **The People Should Decide** Product **The People Should Decide** | Estimate # **917924**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WXYZ	09/17/12	09/20/12	12p Noon News 12n-1p	CM	12-1pm M-F	11-1---	:30	3	\$450.00	P-4	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	11-1---					3	\$450.00		0.00			
N 5	WXYZ	09/17/12	09/21/12	5am News M-F 5am News M-F	CM	5-6am M-F	11111--	:30	5	\$350.00	P-4	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	11111--					5	\$350.00		0.00			
N 6	WXYZ	09/17/12	09/21/12	6am News M-F Action News 6am	CM	6-7am M-F	1-1-1--	:30	3	\$650.00	P-4	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	1-1-1--					3	\$650.00		0.00			
N 7	WXYZ	09/17/12	09/21/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11111--	:30	5	\$650.00	P-4	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	11111--					5	\$650.00		0.00			
N 8	WXYZ	09/22/12	09/22/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-					1	\$250.00		0.00			
N 9	WXYZ	09/22/12	09/22/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-					1	\$350.00		0.00			
N 10	WXYZ	09/22/12	09/22/12	Action News SAT 8am Action News SAT 8am	CM	SAT 8-9am	-----S-	:30	1	\$300.00	P-4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-					1	\$300.00		0.00			
N 12	WXYZ	09/23/12	09/23/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$325.00	P-4	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S					1	\$325.00		0.00			
N 13	WXYZ	09/23/12	09/23/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$300.00	P-4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S					1	\$300.00		0.00			
N 14	WXYZ	09/17/12	09/20/12	5p News 5-6pm M-F	CM	5-6pm M-F	11-1---	:30	3	\$800.00	P-4	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	11-1---					3	\$800.00		0.00			
N 15	WXYZ	09/17/12	09/19/12	6p News 6-630pm M-F	CM	6-630pm M-F	111----	:30	3	\$900.00	P-4	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	111----					3	\$900.00		0.00			
N 16	WXYZ	09/18/12	09/21/12	7p News M-F 7-730p	CM	7-730pm M-F	-1-11--	:30	3	\$900.00	P-4	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-1-11--					3	\$900.00		0.00			
N 17	WXYZ	09/23/12	09/23/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$700.00	P-4	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S					1	\$700.00		0.00			



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Contract / Revision **302832** Flight Dates **09/17/12-09/24/12**

Hiatus Dates

Original Date / Revision 06/26/12/ 09/07/12

Order Sep 00:20:00

Advertiser **The People Should Decide** Product **The People Should Decide** | Estimate # **917924**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N17	WXYZ	09/23/12	09/23/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$700.00	P-4	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S		1			\$700.00			0.00			
N18	WXYZ	09/18/12	09/19/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M--	11----	:30	2	\$225.00	P-4	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	-11----		2			\$225.00			0.00			
N19	WXYZ	09/23/12	09/23/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	-----S	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S		1			\$500.00			0.00			
N20	WXYZ	09/18/12	09/18/12	Late News M-F 11pm Actn News M-F	CM	Late News M-F	-T-----	:30	1	\$1,600.00	P-4	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	-T-----		1			\$1,600.00			0.00			
N21	WXYZ	09/17/12	09/21/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M1111--	1111--	:30	5	\$700.00	P-4	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	1111--		5			\$700.00			0.00			
N25	WXYZ	09/18/12	09/18/12	Tuesday Prime C NY Med	CM	10-11pm Tuesday	-T-----	:30	1	\$2,400.00	P-4	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	-T-----		1			\$2,400.00			0.00			
N26	WXYZ	09/20/12	09/20/12	Thursday Prime C Rookie Blue	CM	10-11pm Thursday	--T---	:30	1	\$2,500.00	P-4	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	---T---		1			\$2,500.00			0.00			
N27	WXYZ	09/22/12	09/22/12	ABC Saturday Prime Sat Movie	CM	8-11pm Saturday	-----S-	:30	1	\$800.00	P-4	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S-		1			\$800.00			0.00			
N28	WXYZ	09/23/12	09/23/12	ABC Sunday Prime Extreme Weight Loss	CM	7-11pm Sunday (9:00 PM-11:00 PM)	-----S	:30	1	\$2,500.00	P-4	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S		1			\$2,500.00			0.00			
Totals														51	\$36,375.00